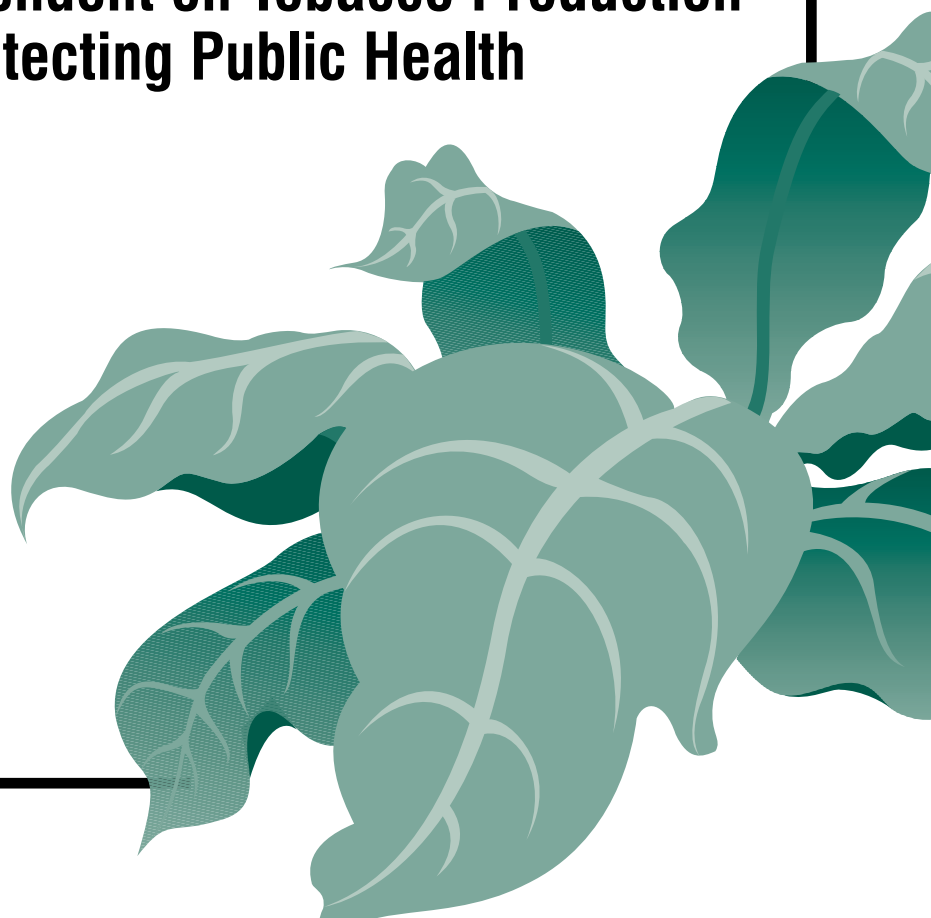


Tobacco at a Crossroad

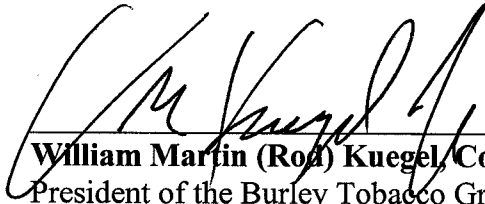
A Call for Action

**Final Report of the President's Commission on
Improving Economic Opportunity in
Communities Dependent on Tobacco Production
While Protecting Public Health**

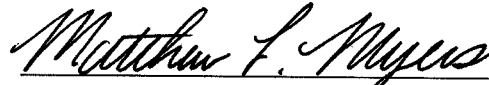
May 14, 2001



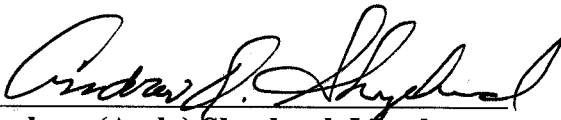
Members of the President's Commission on Improving Economic Opportunity in Communities Dependent on Tobacco Production While Protecting Public Health



William Martin (Rod) Kuegel, Co-Chair
President of the Burley Tobacco Growers Cooperative Association and a burley tobacco grower.



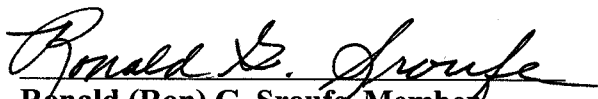
Matthew "Matt" Myers, Co-Chair
President of the National Center for Tobacco-Free Kids.



Andrew (Andy) Shepherd, Member
Vice-President and Director of Flue-Cured Tobacco Cooperative Stabilization Corporation and flue-cured tobacco grower.



James (Jimmy) Hill, Member
Director of Flue-Cured Tobacco Cooperative Stabilization Cooperation and flue-cured tobacco grower.



Ronald (Ron) G. Sroufe, Member
Retired school administrator and burley tobacco grower.



M. Cass Wheeler, Member
Chief Executive Officer of the American Heart Association.



John Seffrin, Member
Chief Executive Officer of the American Cancer Society.



LynnCarol Birgmann, Member
Executive Director of Kentucky ACTION.



Jesse White, Jr., Member
Federal Co-Chair, Appalachian Regional Commission.



Arthur "Art" Campbell
Former Assistant Secretary, Economic Development Administration, U.S. Department of Commerce.

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The Commission's Mission

The purpose of the Commission is to advise the President on changes occurring in the tobacco farming economy and recommend such measures as may be necessary to improve economic opportunity and development in communities that are dependent on tobacco production, while promoting the public health by protecting consumers, particularly children, from hazards associated with tobacco use.